Atlantic City Through Train Service

New Jersey Central LABOR DAY SPECIAL 9:50 A. M. Lv. Liberty St., week days, 0 A. M. 1:30 P. M. Sats only, 1 P. M. Sundays, 10 A. M., 2:30 P. M. LABOR DAY SPECIAL 10 A. M.

streams and lakes. They range from the Santo Domingo City harbor,

MEMPHIS DEATH LIST REACHES 33

Thrown Eight Feet Out No. Copius, coal passer, Hempstead, L. I. of Water by Wave.

NAVY DEPARTMENT TO HOLD INQUIRY s

Sleeping Cars

Atlantic City to New York

Leaving at Midnight Every Sunday (except Sept, 3d) until Sept. 17th. Incl. 26 and Salem Are Ordered to San Domingo.

The Loads of Fish Set Free.

Hackettstown, N. J., Aug. 20—Seventy-four automobile londs of brook and rainbow trout were taken out of the State Fish Hatchery for distribution, chiefly in Warren and Sussex counties. In less than two months

Wrecked Ship Total Loss, Dixie and Salem Are Ordered to San Domingo.

Washington, Aug. 30—Reports to the Navy Department to-night said thirty-three enlisted men were missing, most of them probably drowned, four were known to be dead, two officers and six men seriously injured and sixty-seven others hurt, as a result of the wrecking of the armored cruiser.

Beriously Injured.

Martin J. McVeigh, 2244 North Hope Street, Philadelphia.

Walter L. Planck, 17 Wilkinson Place, Trenton, N. J.

Timothy J. Leary, 36 Seabury Street, Fall River, Mass.

Harris A. Bryan, 295 Chestnut Street, New Britain, Conn.

James H. Keegan, 1690 Eighty-fourth Street, Brooklyn.

Lieutenant Claude A. Jones, or Charleston, W. Va., was seriously scalded, but will recover.

The cause of the wreck has not yet been explained fully in messages from Rear Admiral Pond, in command at Santo Domingo and an investigation will be started by nay officers soon.

Eight Feet Out of Water. In less than two months the wrecking of the armored cruiser 150,000 fishes have been released for Memphis by a hurricane yesterday in

Most of the missing were in a small

J.M. Gidding & Co.

Final Disposal

to make room for Autumn importations.

\$55 to \$95 Dresses—\$15 & \$25

\$75 to \$145 Gowns—\$35 & \$45 Dance Frocks-Afternoon and Evening Gowns.

\$65 to \$125 Wraps—\$18 & \$45

\$65 to \$125 Suits -- \$25 & \$35 A few remaining styles of silk and cloth-adaptable for wear well into the Autumn.

A Few Odd Coats Prices—to close at \$10

\$10 * \$15 Outing Skirts — \$3 Remaining styles-in cloth and wash materials.

Sports Hats-\$2. Street & Semi-dress Hats-\$5.

STILL A FEW HIGH-CLASS PARASOLS and HAND BAGS Formerly to \$20-to be closed out at \$3, \$5, \$10.

公司を開き、一日は一日は日 IS BRIDAL NIGHT BOOLLY SISTERS

GLOBE WITH TO-MOR'W FAST AND GROW FAT FRANK McINTYRE Zelda Se

EMPIRE Biway and 40 St. Evenings at 3 NEW AMSTERDAM West 42 St. Evs. 5 W. 24 SEASON IN NEW YORK. SANDERSON BRIAN CAWTHORN PARTIES IN SANDERSON SYBIL ZIEGFELD MIDNIGHT FROLIC LYCEUM 45 St. and Blway, Nats. TO-DAY, Saf MURDOCK-Please Help Emily

GEO. COHAN'S SEVEN CHANCES

BELASCO THE BOOMERANG

Twice Dally 2 25 and 82

PROTO PLAY. PHOTO PLAY EEGINNING TUESDAY NIGHT

SEAT SALE TO DAY AT 9 A. M. PRICES NIGHTS and SATURDAY MATINEES 50c-\$1.00 and \$2.00



in which four paralleled stories of the world's progress unfold before your vision in thrilling sequence THE FALL OF BABYLON.

BELSHAZZAR'S FEAST-THE HUMBLE NAZARENE IN THE HOLY PARIS UNDER THE SCOURGE OF CATH-

ERINE DE MEDICI-A GRIPPING MODERN STORY CONTRASTED WITH THESE HISTORIC PERIODS.

Accompanied by Orchestra from The Metropolitan Opera House

boat, overturned by wind and waves, while returning to the Memphis. The following partial list has been compiled from fragmentary reports re-

George W. Rud, 3110 Morgan Avenue, North Minneapolis.
J. H. Townsend, fireman (address not Admiral Reports Cruiser given A. H. Porter, water tender (address

> Very Seriously Injured. Alphonsus J. Anderson, 112 Carpenter Street, Philadelphia.
> Arthur H. Porter, 121 Wagern Avenue, Cleveland.
> Jennings P. Blackwell, Parksville, Elphard J. Quinn, 44 Bergen Street,

Seriously Injured.

Eight Feet Out of Water. A message from Admiral Pond to

smooth, Memphis solidly "Sea smooth, Memphis solidly ashore, eight feet out of water. Working party on board securing records and landing stores. Crew quartered in town. Hospital facilities ample. From first indication of trouble until ship struck, less than one hour."

The scout cruiser Salem was ordered to Sarte Demirso to day to replace the

The scout cruiser Salem was ordered to Santo Domingo to-day to replace the wrecked vessel, which was Admiral Pond's flagship.

The transport Dixie, which has been ordered to the scene to pick up the Memphis's crew, will touch at Key West to-morrow to land Luis Cabrera, president of the Mexican Commission, and Special Agent Rodgers, who are coming from Mexico City, before heading for Santo Domingo.

ing for Santo Domingo.

Early reports from Admiral Pond were taken by navy officials to indicate that the storm was of such force that it created a series of tidal waves which drove the Memphis across a long stretch of shallow water to her present across place at the foot of the rocky.

resting place at the foot of the rocky bluff upon which Santo Domingo City stands. Wrecking companies will be asked to study the vessel's plight and determine whether she may be saved.

HIPPODROME

First OPENING TO-NIGHT Twice

"THE BIG SHOW"



Every Eve. 1.50 BEST 1.00 Evry After Wm. Russell, "The Man Who Would Not Die. S. S. VATERLAND ORCHESTRA. Leew's American Roof and St. W. of B'ear, Frank Terry, Tom Davies & All Sent Co., Chief Bill Boar & Co., others, Reserved, and Feature Place Place 25, 85, 30c

THE SPIEGEL REVUE.

WASHINGTON SO. PLAYERS comette Free Attractions—Dancing "Have You Seen Stella?"
DANCE CONTEST TO-NIGHT

BRIGHTON and Doyle & Dixon, Blanch & Bernard, Wills Musical THE GIRL FROM BRAZIL PLAYHOUSE 48th. E. of B'way. Special No. 1 THE MAN WHO CAME BACK LYRIC OPENING POSTPONED TILL MONDAY EVE.

AT 8 SHARF.

RICHARD WALTON TULLY'S

SINVER COLUMN

SEATS NOW for "PIERROT THE PRODIGAL" the PAN-TOMIME with MUSIC at the BOOTH THEATRE WEDNESDAY NIGHT, Sept.6 A LITTLE BIT OF FLUFF

POWERS "SOMEBODY'S CASINO VERY GOOD EDDIE

LONGACRE

A PAIR OF QUEENS BLANCHE RING IN BROADWAY A

BEGINNING SUNDAY NIGHT 8:30 P. M. MES THEREAFTER SUNDAY Father and Mother—Is Your Child Safe? Where Is She To-night? See the Anti-Vice Motion Picture Co. (Inc.) present

WOMAN'S NEW FIGURE, THE SLIM SILHOUETTE.



Paris gown just brought over by

"SLIM SILHOUETTE"

LOEW'S NEW YORK THEA & ROOF IT OF IT



L.C. Prior, Managing Director

ARTERIOR CONTRACTOR AND ARTERIOR

MUSICAL COMEDY ANOTHER SEASON OBSERVES RULES BY THE PLAYERS

Twin Sister to Many.

GEORGE HASSELL FINE FUNMAKER

Eke Out Pleasant Evening.

Grunwald. Music by Robert Winter- Square Players, erstwhile of the Band-Matthew Woodward. Staged by Ben- one-act plays at the Comedy. Although the Forty-fourth Street Theatre.

THE CAST.
Colonel Zamaelius Clarence Harves Naircy Begin Beron Begin Beron Beron Maule Odel Lieutenant Olaf Naisen Stewart Jackson Lieutenant Olaf Naisen Dorothy Maynard Billion Eric Van Dyck Rillion Eric Van Dyck Rillion Eric Van Dyck Rillion Eric Van Dyck Harve Hart Forden Lari Celeration Hai Forden Har Forden Herr Torkel Louis Simon Herr Torkel George Hassell Raton Heltis von Reedigan John H. Goldsworthy Corda Group Hassell Light Lloyd, of Lloyd & Co., Rio Janeiro Francis Demarcs Cartinso Lester Scharf Listla Dorothy Wahl Carlbook Winthrop Chamberlain
Re HEVWOOD RROUN.

A. L. Langdon Retires To-day.

"Girl from Brazil" Is a Washington Square Folk Start First Full Year at the Comedy.

> FOUR BANDBOX PLAYS ARE TRANSPLANTED

Agreeable Music Serves to "Miracle of St. Anthony" and "Literature" Are Preeminent.

"The Girl from Brazil," a musical Beginning their first full season down comedy by Edgar Smith. From the among the ticket speculators and the original of Julius Brammer and Alfred traffic policemen. The Washington berg and Sigmund Romberg. Lyrics by box, last night revived four of their rimo. Presented by the Shuberts at an early summer season had already been played there, it was not until last night that The Players formally took possession of the theatre as the sole lessees. For these preliminary weeks they are reviving three excellent plays and one indifferent one-the serious business of producing being deferred until the cool weather.

For the most part, The Players are the same who have become familiar to patrons of the Bandbox during the last two seasons. Josephine Meyer, to be sure, has graduated to an executive post, and Frank Conroy is among the missing. Margaret Mower, also, who Nobody can be hung, expelled or was briefly a Player, was in the audisuspended on account of "The Girl ence last night instead of upon the from Brazil." It obeys all the rules. stage. Those who remain to act, how-Charles C. Kurzman illustrates the The three unities of musical comedy ever, include Helen Westley, Florence new draping of feminine apparel. are sedulously respected. There is a Enright, Roland Young, Ralph Roeder, joke, a funny comedian and a tuneful Robert Strange and Walter Frankl. The song. The piece is distinctly an aver- only conspicuous newcomer is Arthur age entertainment and is therefore Hohl, said to have been reared in Mr.

"The Flame" Postponed.

A. L. Langdon, a railroad man for nearly fifty-three years, will retire under the pension rule to-day as traffic manager and general freight agent of the Long Island Railroad. The position of traffic manager will be discontinued. Donald Wilson will become general freight agent and George F. Stump his assistant.

"The Flame" Postponed.

The week's dramatic congestion was somewhat relieved yesterday by the postponement of "The Flame" to next postponement of "The Flame" to next postponement of "The Flame" to next postponed.

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Thursday, August 31, 1916.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences—pleasant or unpleasant—with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld—as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

I NSPITE of reading the Ad-Visor's column faithfully, I went into Young's "sample shoe" shop on 42d st., between Fifth and Sixth In Spite of reading the Ad-Visor's column faithfully. I went into Young's "sample shoe" shop on 42d st., between Fifth and Sixth avenues, on July 12, 1916. I wanted some white sport pumps with rubber soles and low heels. They are a type of shoe that for some reason are often to be found in a "sample shoe" shop, but not frequently in a reputable one. The clerk said they had no pumps. As I rose to go out he called to the manager and asked if there were any white pumps in the store. The manager answered "one pair, 4 and 4½ C, the last and only pair," or words to that effect, but nothing more informational.

As the clerk brought them to try on, he held one out to show the effect, and without turning them over, said, "Nice rubber soles, too." I am slightly near-sighted and do not wear glasses. So I was foolish enough to believe the word of the clerk and the illusion created by white soles, and thought I was getting rubber soles. After wearing the shoes one afternoon on the street, I had my attention called to the fact that one of the heels had dropped off on the sidewalk. I examined it as I picked it up and found it to be of felt! When I reached the bootmakers I discovered that the entire soles were of felt.

Two days later I went back to the store with the shoes. I laid my complaint before the manager. His hemory seemed fresher than mine, for he remembered things not said in our previous conversation.

"I remember," said he, "but I called to the clerk, one pair of white felt soled pumps, the last and only pair."

I contradicted and told him what the clerk had said about rubber soles. He denied this, though he was not present during the completion of the sale. The net result of my interview with the manager was that he told me their business was "legitimate" and that "we don't misrepresent." He would do nothing.

The moral of this tale would seem to be to confine yourself to trading with shops that advertise in The Tribune. There is not any danger of my failing to do that in the future.

A very safe working moral, i

A very safe working moral, indeed, though there are many thoroughly reputable shops that do not advertise in The Tribune. The reputation for fair dealing is not the exclusive property of Tribune advertisers, though it is invariably characteristic of them.

R ECENTLY the Bureau of Investigations forwarded this criticism to A. I. Namm & Son, of Brooklyn:

A. I. Namm & Son, of Brooklyn:

While at A. I. Namm's yesterday I noticed the following advertisement at the drug counter, off the main entrance:

"Gum Camphor. Precaution against Infantile Paralysis. Cake, 5c."

This statement is not only a gross misrepresentation, but also criminal at the present time, as it will mislead that portion of the rublic which believes in home remedies, against which all city departments are campaigning.

As the statement is absolutely untrue, it should be removed at once and the house cautioned against similar offences.

H. P.

To which the forwardees made immediate reply as follows:

To which the forwardees made immediate reply, as follows:

We thank you for calling our attention to this error, which un-fortunately escaped official scrutiny. Correction has been made, how-ever, and we hope that your unknown complainant will avail himself of the prize of \$1 that we offer to all customers and employes who make helpful comments upon our business.

A case of rectifying a mistake, if not with a vengeance, at least with a vin. Here's a store with the right idea. The discovery of mistakes isn't costly (even at many times \$1). It's the mistake which goes undiscovered that costs!

AM inclosing part of catalogue recently issued by the Brunswick-Balke-Collender Company, which contains their guarantee.

I have had business dealings with them for the last twelve years, and, of course, knew that they were a reliable firm. Now, it seems, they are carrying a line of sporting goods, and have come "right out" with what I call a model guarantee, which seems to show that any honest business concern should not be afraid to issue a guarantee in keeping with the principles which you advocate so sincerely. They are not afraid to put in writing what they have always practised.

C. W. A.

THE "HOUSE OF BRUNSWICK" GUARANTEE.

THE "HOUSE OF BRUNSWICK" GUARANTEE.

We Guarantee each and every article advertised in this catalogue to be exactly as described and illustrated.

We Guarantee quality of material and workmanship.

We Guarantee eafe and prompt delivery.

We Guarantee entire satisfaction with each and every article purchased from the "House of Brunswick," that it will give the service you fully expected, therefore, make the request that under no circumstances are you to retain any goods that in your opinion are not in every way satisfactory. We ask you to immediately return to us, at our expense, goods not found entirely satisfactory, enabling us to either replace with satisfactory goods or refund your money and any transportation charges you may have paid.

As much on the level as one of this concern's own billiard tables-

S OME time ago (being songsmiths) we submitted a song for consideration to the Will Carrell Co. Sideration to the Will Carroll Co., Inc., music publishers, Prooklyn. After waiting for two weeks we were favored with a reply, in which they stated that they had decided to accept the song for publication. They made us this proposition: They offered to either buy the song outright for \$50 or accept it on a royalty basis, paying us one-half cent on every piano copy sold. We have had songs published by the various publishers on a royalty basis before, and we regret to say that in all cases we never received half the amount of noncy that was really due us. So after giving the said proposition due consideration we decided to accept the cash offer and the deal was closed. Royalty days (days on which the publishers pay their royalties) come but twice a year, and the days set are July 15 and February 15. Much to our surprise, a few days ago we received a check from the Will Carroll Co., Inc., for \$38, along with a letter stating that the song is fast becoming a "hit" for them, and that inasmuch as we accepted the outright proposition they did not want to take advantage of us, and therefore disregarded the cash contract and decided to treat same as if we had sold same on a royalty basis, hence sending us the additional check. This was the first time that we have ever been given a square deal by any music publisher, and we are not over the severe shock yet. At any rate, you can rest assured that the Will Carroll Co., Inc., of Brooklyn, will hereafter be given first refusal on all future numbers we wish to place.

HOCHBERG & HALPERN. sideration to the Will Carroll Co., Inc., music publishers,

More than a square deal—a generous one. And it strikes a mighty new and melodic note in the music publishing business.

DON'T you believe that the inclosed is worthy of consideration? It is very evident that the Bloomingdales' slogan is not "Let the

At Bloomingdales'. SUMMER HATS AT SPECIAL PRICES. Note-The word "Panama" as used in this advertisement is a trade term which refers to imitation Panamas and does not mean the genuine Panama hats which come from Panama. mean the genuine Panama hats which come.

Trimmed Japanese Panama Hats, \$1.17.

A lot better than using the word Panama without a warning. But why not go the whole way and discard geographical trade names that need explanation?

HAVE read with some interest the varying opinions expressed in your column on the practice of certain concerns treating customors, especially complaining customers, with more than fairness. By inis I mean taking the customer's statement at its face value, refunding money paid without any deduction for wear admittedly given, making refunds in cases of defects caused by misuse, and other forms

making refunds in cases of defects caused by misuse, and other forms of generosity.

The opinions given have seemed to fall in cycles. First appeared numerous letters giving specific instances of fine treatment by stores, together with favorable comments on this policy, usually pointing out that So-and-So "will have my trade hereafter."

Then the other school of critics had its day. Its writers pointed out that even these generous concerns were in business for profit, and that any losses incurred through the transactions described must be made up by higher profits on the other sales. In other words, that the uncomplaining customers eventually paid for the soothing of the angry feelings of the disgruntled ones. Such letters usually closed by expressing the opinion that when the over-generous stores got the trans for life of one of the correspondents mentioned in the former paragraph, they got a liability rather than an asset.

It does not seem to me that the real truth has been brought out by this controversy. To be sure, the customers bear the cost of overgenerous refunds and the like, but it is an outlay they can well afford, because it gains the store customers, increases its business, and consequently tends to decrease prices by lowering the cost of doing business. Never-failing courtesy and super-fairness, if I may use the hypher, to customers are forms of advertising, pure and simple, and surely the public no longer holds by the theory that it can do better by tuying goods at stores that do not incur the expense of advertising. I may add that these forms are probably as inexpensive, considering the results achieved, as any which can be used. L. W. sidering the results achieved, as any which can be used.

Quite correctly, many concerns regard it as a form of advertising which pays the biggest dividends of any form of advertising known.

Read "Come Up-Stairs and Save \$10" in The Sunday Tribune. It gives clothiers' names and other brass tack information about a growing industry. Of interest to every one who wears clothes.

Fair Warning

August Furniture Sale Closes Tonight

Last day of furniture at half Last day of August prices

JOHN WANAMAKER

(Fifth, Sixth, Seventh and Eighth Galleries, New Building) Broadway at Ninth, New York